

Message Text

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ORIGIN COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 XMB-04 USIA-15 /040 R

DRAFTED BY COM/BED/WZAMULA/EH
APPROVED BY STATE/EB/OCA/ESACCHET
COM/BED/RSKELLY/CMM
COM/BED/EOLSEN/AD/EM
COM/OED/MEPD/LENGLESON (PHONE)
COM/BED/WLUBKEMAN
STATE/EA/EP/DSTEBBING
STATE/EA/ROC/WLUNDY (INFO)
EXIMBANK/RPRICE (PHONE)

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R 122018Z JAN 78
FM SECSTATE WASHDC
TO AMEMBASSY TAIPEI

UNCLAS STATE 008839

E.O. 11652: N/A

TAGS: BEXP: TW

SUBJECT: COUNTRY COMMERCIAL PROGRAM - FY 1977 ANNUAL REVIEW
MEETING - NOVEMBER 30, 1977

REFERENCE: TAIPEI 6383

1. THE WASHINGTON COMMERCIAL ACTION GROUP (WCAG) MET NOVEMBER 30 TO DISCUSS THE PROGRESS OF THE POST TOWARDS COMPLETION OF THE FY 1977 CCP OBJECTIVES. IN ADDITION TO THE WCAG MEMBERS, USIA AND EXIM BANK REPRESENTATIVES ATTENDED, AS WELL AS FREDERIC MAERKLE, COMMERCIAL OFFICER FROM THE POST. MR. MAERKLE WAS ABLE TO ANSWER MOST OF THE QUESTIONS THAT CAME UP AT THE REVIEW MEETING.

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2. MAERKLE MADE THE WCAG AWARE OF THE LEVEL OF EFFORT REQUIRED FOR COORDINATION OF TAIWAN CCP CAMPAIGNS WITH TOKYO TRADE CENTER EVENTS. THE CMM EXPRESSED HIS SUPPORT FOR TAIWAN COORDINATION WITH TOKYO EVENTS, BUT STATED THAT CAMPAIGN ACTIVITIES SPECIFIED IN THE CCP SHOULD COME FIRST. WHEN CONDITIONS ARE SUCH AS THOSE DESCRIBED IN PARA 2, REFTEL, RESOURCES SHOULD NOT BE

DIVERTED FROM OTHER CCP ACTIVITIES. WCAG NOTED THAT
PUBLICITY FOR TOKYO EVENTS WAS NOT INCLUDED IN THE

CAMPAIGNS FOR THE FY 1978 CCP.

3. RUSSELL PRICE OF EXIMBANK INFORMED THE WCAG THAT
DESPITE THE RECENT REDUCTION IN LENDING RATES AND THE
AVAILABILITY OF EXIM FINANCING, U.S. MANUFACTURERS WERE
HAVING INCREASING DIFFICULTIES DUE TO SEVERE PRICE
COMPETITION. LEO ENGLESON OF OED/MAJOR PROJECTS STATED
THAT THE POST HAD BEEN VERY EFFECTIVE IN SEVERAL PROJECTS
WHERE U.S. COMPANIES WERE ONLY MARGINALLY PRICE-
COMPETITIVE.

4. THE LOW VOLUME OF NEWS RELEASES FORWARDED TO WASHING-
TON WAS NOTED, BUT MAERKLE POINTED OUT THAT VERY FEW
NEWS RELEASES WERE PREPARED IN ENGLISH; HENCE, THE
POST SAW NO POINT IN FORWARDING THEM. OF COURSE, ALL
PRESS RELEASES CONNECTED WITH SHOWS ARE RECEIVED, AND
THEIR VOLUME IS QUITE ADEQUATE.

5. THE WCAG EXPRESSED THE DESIRE TO BE INFORMED PROMPTLY
OF DEVELOPMENTS WHICH WOULD ADVERSELY EFFECT CCP
CAMPAIGNS. THE POST IS TO BE COMMENDED FOR COMPLETION
OF THE FY 1977 PROGRAM DESPITE THE FORMIDABLE STRESSES
NOTED IN PARAGRAPHS 1 AND 2, REFTEL. CHRISTOPHER
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Message Attributes

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